

ENTREPRENEURSHIP TRAINING BASED LOCAL POTENTIAL TO INCREASE STUDENT MOTIVATION ENTREPRENEURIAL VOCATIONAL HIGH SCHOOLS (VHS) IN SOUTH SULAWESI

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Abstract

Local Potential-Based Entrepreneurship Training in vocational high schools (VHS) aims to improve the motivation and spirit of entrepreneurship for vocational students so that graduates are ready to create jobs generated by local potentials manage each area that can have implications on national economic growth. Vocational schools (VHS) is a type of education that prepares students to enter the workforce will be able to be a learning partner government in reducing unemployment and even generate productive human resources when managed productively. The potential of natural resources in southern Sulawesi is very diverse, and has a chance to develop into an independent business. Local potential developed in this research is the field of fisheries, the fish processing into various processed fish, such as shredded fish, fish balls, and fish brains. Processed fish products are packaged with labels **SMK BISA**. The results of this pilot study product development in the form of entrepreneurship training model is based on local potential, effectively increasing the entrepreneurial motivation for vocational students. Therefore, the potential of local entrepreneurship training based on students' vocational schools (VHS) may have implications on national economic growth.

Keywords: Training, Local potential, Processed Products, Motivation, Spirit.

Introduction

Current era of globalization, many countries in the world have developed a knowledge-based economy (KBE), which requires the support of qualified human. Because of the vocational education and training is absolutely necessary in order to sustain the development of a knowledge-based economy of education for the knowledge economy. In this context, education and training institutions should also serve as a center for research and development, which produces excellent research products that support the knowledge-based economy (KBE). The availability of human quality that master of sciences and technology determine the ability of the nation in entering the global competence and a free market economy, which demands high competitiveness. Thus education and vocational training are expected to deliver the nation of Indonesia took the lead in the global competition.

Training can improve one's job skills in a relatively short time. By looking at current conditions, employment opportunities are very limited number of unemployment from

year to year has increased, due to the orientation of general education to build human job seekers, not job human creators construct. As a result, Indonesia's young generation does not have the ability to create jobs. Therefore, the role of vocational education and training institutions are expected to provide entrepreneurship skills to student participants, particularly the utilization of the potential of the area. Potential areas in the entire territory of Indonesia is very diverse and abundant, just not optimally managed and professional, so it is ironic indeed that areas rich in natural resources but there are still a lot of unemployment.

Vocational high schools (VHS) is a type of education that prepares students to enter the workforce will be able to be a learning partner government in reducing unemployment and even generate productive human resources when managed productively. Training is a learning process to acquire and improve skills outside the prevailing educational system (formal) or non-school subjects, in a relatively short time and with a method that is more about practice than in theory.

Entrepreneurship training is based on local potential, aiming to increase the motivation of entrepreneurship for students of vocational schools (VHS) in the province of South Sulawesi. Local potential is developed from natural resources (NR) are abundant in South Sulawesi. Natural resource (NR) is the potential contained in the earth, water, and sky that can be utilized for various purposes of life. Local potential developed in the entrepreneurship training is the field of fisheries, the fish processing into various processed fish, such as shredded fish, fish balls, and fish brains. Options to be entrepreneurs, in fact is one of the most promising alternatives for a better life, but not a lot of choices to be entrepreneurs in demand. For that entrepreneurship training for young people must continue to be done to deliver as many potential new entrepreneurs.

A. DISCUSSION

1. Basic Concepts Training

In order to improve the quality of human resources (HR) is competitive to prepare competent person, one common effort is taken to training. Hamalik (2001: 10) states that training is a process that involves a series of actions (effort) that carried out deliberately in the form of assistance to employees by coaching professionals. Meanwhile, R. & Caple J. Buckley (1992:17) stated that training is a planned and systematic effort to modify or develop knowledge, skills, and attitudes of a person through experiential learning, to achieve more effective performance in a variety of activities.

Training program serves to improve the performance of a person or group in the present and in the future. So continuing education training program is to develop the ability of learners to be able to work in a professional and productive. The training implementation program is the of the mandate of Law Number 20 of 2003 article 26, paragraph 5 of the National Education System stating that the courses and trainings organized for people who require a stock of knowledge, skills, life skills, and attitudes for self-development, professional development, work, independent business, and/or continue their education to a higher level. Therefore not only provide a job

training to find skills but it is expected to create jobs. Through training will be born entrepreneur who is able to create new employment opportunities, produce goods and/or services that are creative and innovative that has economic value and is able to empower the local potential, so as to improve the quality of life.

2. Entrepreneurship theory

Entrepreneurship by Suryana (2008: 10) is a scientific discipline that studies on values, skills and behaviors in the face of life's challenges with the opportunity to obtain a variety of risks that may be encountered. Entrepreneurship is the ability to be creative, innovative relied upon, tips, and resources to find opportunities for success (Suryana, 2008: 2). Furthermore Zemmerer (2008: 59) says that entrepreneurship is the result of a disciplined and systematic process in applying creativity and innovation to the needs and market opportunities. Including implementing focus a strategic on new ideas and views to create products or services that satisfy customer needs or solve problems.

Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve lives. Meanwhile, Nasution to according (2007: 4) that Entrepreneurship is all things related to the attitudes, actions, and the process undertaken by the pioneering entrepreneurs, run and grow their businesses. Of the several views of experts on the above it can be concluded that entrepreneurship is the ability to think creatively and innovative behavior that serve as the foundation, resources, propulsion, goals, tactics, tips, and processes in the face of life's challenges. So entrepreneurship training is a learning process to acquire and improve the skills of creative thinking and innovative behavior is used as the driving force, to create added value in a business or businesses.

The process according to Suryana Entrepreneurship (2008: 3) is preceded by axiom, is the challenge. The challenge arises from the idea, the will, and the urge to take the initiative, the creative thinking and innovative action, so that challenges can be addressed early. All challenges have

certainly risk, the possibility of successful or unsuccessful. Therefore, the entrepreneur is the one who dare to face the risk and love the challenge. Development Pioneering and entrepreneurial process described by Bygrave (1994: 10) and Buchari (2008: 10), as shown in Figure 1.

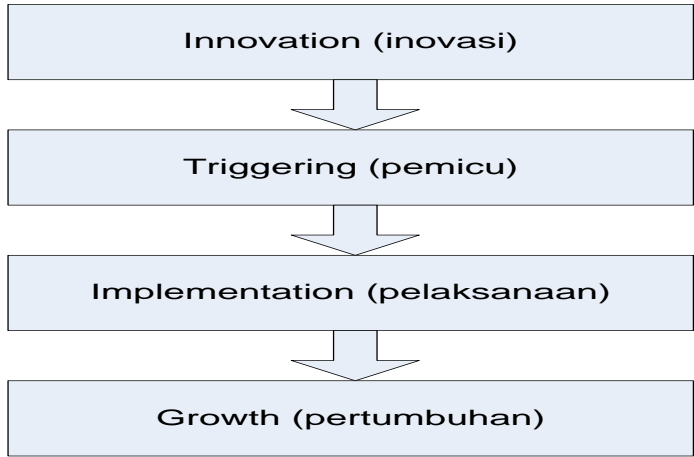


Figure1 . Entrepreneurship Model Process

First, the innovation process (innovation). Some personal factors that encourage innovation to plunge into the world of entrepreneurship are: the nature of curiosity, the desire to bear the risk, education and experience factors;

Second, the event trigger. Some of the factors that encourage personal triggering event (trigger) to plunge into the entrepreneurial world are: (a) a commitment or high interest in entrepreneurship, (b) lack of courage to bear the risk, (c) the existence of dissatisfaction with the current job, (d) absence of termination and no other work, (e) the encouragement of entrepreneurship due to aging. **Third**, the implementation process (execution). Some personal factors that encourage entrepreneurship implementation are: (a) the presence of a high commitment in entrepreneurship, (b) the vision and mission, the vision far into the future in order to achieve success in entrepreneurship, (c) the presence of an experienced entrepreneur and ready mentally in total, (d) the existence of a right-handed executive managers and assistant principal in entrepreneurship.

Fourth, the growth process of. Growth in the entrepreneurial process

driven by organizational factors, among others: (a) the existence of a cohesive team in running the business, so that all of the planning and execution of operations running productively, (b) the presence of a solid organizational structure, (c) the presence of strategies steady as the product of a compact group, (d) the existence of a product to be proud of, such as product quality, product benefits, business location, business management, and so forth.

Looking at the above description, it can be concluded that it is actually the most encouraging person enters a career in entrepreneurship is related to two things: personal attributes (properties) and personal environment (the environment). Therefore, in this entrepreneurship training, both the above form the basis for the training, namely: evoke interest and motivation to manage the potential of local entrepreneurship.

3. Local Potential

Local advantage of the potential of the area should be developed. Potential areas of potential resource are owned by a specific area. The concept inspired the development of the local advantage of a variety of potential, that the potential of

natural resources, human resources (HR), geographical, cultural and historical. In this study, the local potential is defined as the natural resources (NR). Natural resources are the potential contained in the earth, water, and sky that can be utilized for various purposes of life. Example: (1) agriculture, namely: rice, corn, fruits, vegetables etc., (2) field crops: rubber, sugar cane, tobacco, oil palm, cocoa, etc., (3) the field of animal husbandry: poultry, goats, cows and others.; (4) fisheries: fish, freshwater fish, seaweed.

Among the many areas of natural resources, the training is focused on the local potential in the field of fisheries, the fish processing into a product that is ready to be marketed. South Sulawesi Province, including the production of fresh caught fish large enough, that Capture Fisheries Production in 2009, with the type of fish: tuna fish and Tuna Fish: 24 736 tons, Shrimp: 2,941 tons, Tuna: 8,670 tons, and other Marine Fisheries: 182 472 tons (Data Source: Statistics of Marine and Fisheries, Ministry of Marine Affairs and Fisheries, 2013). This is a huge potential opportunity for entrepreneurs to open sea fish processing industry into products of high economic value.

Food processing industry from raw materials of marine fish is one of the sectors that are expected to boost economic growth through increased employment opportunities, and increase revenue. Fishery products and processed foods made from raw fish is a commodity which has the domestic and export markets large enough value. The problem is, most of Indonesia's fish exports in the form of raw materials and a few are processed. The enormous potential of the currently utilized only exploitative, fish caught and then immediately sold without further processing so that the sales value is relatively small.

Thus, the fish processing into various types of food products is a huge potential to be developed into a business. Sample processing fish into fish shredded, fish balls, and fish brains. The three types of processed fish products is very loved by the people, not just people of South Sulawesi but also people from various regions in Indonesia. Evidently, the guests often look

for souvenirs of the fish processed. Therefore, one of the topics in the entrepreneurship training is how to process fish processed into various types of products, namely: shredded fish, fish balls, brains, and others. Processed fish products are packaged with labels **SMK BISA**.

The results of this pilot study product development in the form of entrepreneurship training model based on local potential can increase entrepreneurship motivation for vocational students. Therefore, the potential of local entrepreneurship training based on students' vocational schools (VHS) has implications for national economic growth.

B. CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS

Production of fresh fish catches, especially in the southern Sulawesi city of Makassar is quite large, so it is likely to be developed into an independent business. During this time, the catch fresh fish mostly sold directly to consumers, so that the economic value is still relatively low, when compared to the results from fresh fish processing into refined products, such as shredded fish, fish balls, fish brains, and others.

The results of this pilot study product development in the form of entrepreneurship training model based on local potential can increase entrepreneurship motivation for vocational students. Therefore, based on the potential of local entrepreneurship training students of vocational schools (VHS) has implications for national economic growth, so expect fresh fish processed products can be enthused by the whole society in Indonesia, not only the people of South Sulawesi, but also outside of Sulawesi south as souvenirs typical Makassar.

Based on the conclusion that the local potential based entrepreneurship training can increase the interest and motivation of vocational students to entrepreneurship, so that would suggest to the principal, the Ministry of Education and Culture to encourage existing vocational school in the area to provide entrepreneurship training that each region based on local potential each. Recommendations for the world of work in

order to be able to partner with VHS to further expand its business.

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